



## Australian Personal and Business Coach/Consultant Is First in Victoria to Use Breakthrough New Self-Coaching Tool for Individuals or Teams

"Book of You" methodology takes only minutes  
of a business executive's or employee's time

**PLANO, TX (Aug. 16, 2000)** - A revolutionary new self-guiding thinking and performance fitness product called Asset Report™: The Book of You™ has just been released after four years of development and extensive field-testing, and one of the first personal and business development specialists to use this breakthrough new personal-results-enhancing tool with her clients is Pamela Wakefield-Semmens, CEO of Pentangle Pty Ltd and Director of Creative Breakthroughs Pty Ltd, located right here in Melbourne.

**"The 21st Century demands that we pay close attention,** adapt rapidly, react faster and integrate information more skillfully than ever before-that we think more, not less. So this is not a time to upgrade your computer every 18 months and forget about upgrading yourself," says Ms Wakefield-Semmens. "This extraordinary new 'book of you' approach to makes it possible for business people and anyone else to take thinking fitness as seriously as cardiovascular, physical, financial, management or any other kind of fitness people are concerned about. I'm extremely pleased to be the first to introduce this important new personal technology to Victoria, in fact, to Australia." The creator of Asset Report is Dudley Lynch, president of Brain Technologies Corporation of Plano, Texas, who has designed some of the world's most imaginative personal and team development assessment and guidance tools. When researching, conceptualizing and creating the pool of more than 12,000 targeted descriptions from which each user's Asset Report is assembled, Mr. Lynch focused on the "whys" and "hows" behind a person's perceptions, choices, preferences and behavior and on how they can be put to better use and not on simply a narrow surface "what" sampling of those outcomes, as so many traditional assessment-only tools do. "This one single tool moves the issue of improving how people think - about anything and everything! - to an amazingly productive new level," says Ms Wakefield-Semmens.

**The uniqueness of this powerful, first-to-market tool** for personal and team improvement doesn't stop there. While creating and testing the highly researched interpretative database of thousands of targeted descriptive items during the past four years, Mr. Lynch has insisted on maintaining human judgment as a key part of the interpretative process.

"We looked at completely 'automating' the scoring using a computerized 'expert system/AI' approach but decided that nothing really suffices for the trained human expert," he explains. "My closest research colleague, Kenneth L. Adams, who comes to us after 20 years at Hewlett-Packard Corporation and a dozen years in private practice as an executive consultant, and I will do all interpretations for the first year or two while we train others to step into our shoes. We feel strongly about the importance of this unique integration of high-tech, high-touch. Computers are wonderful-we couldn't produce Asset Report without them-but computers don't make the kind of quality subjective judgments that are such an important part of the human equation."

**What benefits does Asset Report deliver to business people?** Ms Wakefield-Semmens offers a few examples:

Improved ROI (return on investment). "Studies we've followed show that the cost of poor process quality in many corporate departments approaches 40 percent of the cost of operating the department. The more you improve the performance of the individuals and teams who work the processes, the more you reduce that percentage, and we believe Asset Report can be a key part of reducing this to, say, 25 percent for large employers, entrepreneurs and small businesses alike."

Personal clarification. "The person who is out of touch with who they are, what's causing their behavior, what brings them satisfaction, what tangible and intangible rewards are important to them, what is meaningful and purposeful for them, usually makes for an inconsistent employee and team member.

**"Asset Report can remove much of the 'wandering' quality for its user in a single read-through.** Moving from values to value. "An individual's or a team's values - literally, what they will stand tall for and what they won't stand for at all - are the single most important determinant of the bottom line results you'll get for your investment. Asset Report brings substantive clarity very quickly to the issue of values versus investment versus time to results."

**Ms Wakefield-Semmens expects much of Asset Report's appeal** to be the short time it takes for a person to give their input and the swiftness with which their "book of you" report is back in their hands and working for them.

In a matter of minutes, she has her client complete a simple, confidential 1-page self-appraisal. When their self-appraisal is received at Brain Technologies, Mr. Lynch compiles a personalized 90-to-100-page "book of you," indexed into seven application chapters and an information-rich appendix. The client's Asset Report is quickly dispatched either directly to them and/or to Ms Wakefield-Semmens in electronic or hard-copy form. When delivered via e-mail, the Asset Report user can often have their reports in hand within a day or two after faxing their self-appraisal to Ms Pamela Wakefield-Semmens no matter where in the world they may be. "Busy, ambitious people usually don't want to wait a week until the test results come back from the lab," Ms Wakefield-Semmens says.

**Although Asset Report is fully self-directing,** it is also being used with strong endorsement from clients who want closely guided, accelerated results by an increasing number of professional services practitioners such as Ms Pamela Wakefield-Semmens. These include executive coaches, personal counsellors, veteran change management and organizational development consultants and management development trainers. During the tool's test phase, Mr. Lynch has trained more than 30 distributors from Australia, Norway, Canada, The Philippines and the U.S. Ms Pamela Wakefield-Semmens is the distributor for Australia. Interested personal coaching and consulting professionals should contact Ms Pamela Wakefield-Semmens for more information about the next Asset Report professional training seminar.

**For more information on purchasing single or multiple copies of Asset Report: The Book of You, signing up for individualized customised executive or personal coaching from Ms Pamela Wakefield-Semmens using Asset Report or becoming an Asset Report distributor, call her at (03) 98872541 or on 0407 733 557, fax her at (03) 98001951 or e-mail her at: [pamelaws@pentangle.com.au](mailto:pamelaws@pentangle.com.au)**